

What is Claimed is:

1. A method for providing a media-on-demand display screen using an interactive television application implemented on user equipment, the method comprising:

retrieving an interface template;  
retrieving at least one vendor-specific interface element;  
incorporating the at least one vendor-specific interface element into the interface template;  
and

displaying a media-on-demand display screen that is associated with the vendor, wherein the display includes the interface template and the incorporated interface element.

2. The method of claim 1, wherein the interface template includes an invariant element.

3. The method of claim 1, wherein the interface template includes at least one default element.

4. The method of claim 3, wherein the incorporating comprises:

determining if a vendor-specific interface element is inappropriate for incorporation into the interface template; and

incorporating the default element that corresponds to the inappropriate vendor-specific interface element into the interface template.

5. The method of claim 3, wherein the incorporating comprises:

determining if a vendor-specific interface element is absent; and

incorporating the default element that corresponds to the absent vendor-specific interface element into the interface template.

6. The method of claim 1, wherein the retrieving the interface template comprises providing the interface template to the interactive television application by a remote server.

7. The method of claim 1, wherein the retrieving the vendor-specific interface elements comprises providing the vendor-specific interface elements to the interactive television application by a remote server.

8. The method of claim 1, wherein the retrieving the vendor-specific interface elements comprises accessing the vendor-specific interface elements stored locally on the user equipment.

9. The method of claim 1, wherein the interactive television application comprises an interactive program guide, the method further comprising using the interactive program guide to

display the media-on-demand display screen on the user equipment.

10. The method of claim 1 further comprising using the interactive television application to display multiple media-on-demand display screens on the user equipment, wherein each of the media-on-demand display screens is associated with a different media-on-demand vendor.

11. The method of claim 1, wherein the media-on-demand display screen includes video-on-demand listings, the method further comprising displaying the video-on-demand listings as part of the vendor-specific media-on-demand display screen.

12. The method of claim 1, wherein the vendor-specific interface elements include vendor-specified definitions, the method further comprising displaying the at least one vendor-specific interface element as part of the vendor-specific interface screen such that the at least one interface element complies with the definitions.

13. The method of claim 12, wherein the vendor-specified definitions include color definitions.

14. The method of claim 12, wherein the vendor-specified definitions include pattern definitions.

15. User equipment for providing a media-on-demand display screen using an interactive television

application implemented on the user equipment, the user equipment comprising:

a display;

control circuitry configured to:

retrieve an interface template;

retrieve at least one vendor-specific interface element;

incorporate the at least one vendor-specific interface element into the interface template; and

display a media-on-demand display screen that is associated with the vendor, wherein the display screen includes the interface template and the incorporated interface element.

16. The user equipment of claim 15, wherein the interface template includes an invariant element.

17. The user equipment of claim 15, wherein the interface template includes at least one default element.

18. The user equipment of claim 17, wherein the control circuitry, when configured to incorporate the at least one vendor-specific interface element into the interface template, is configured to:

determine if a vendor-specific interface element is inappropriate for incorporation into the interface template; and

incorporate the default element that corresponds to the inappropriate vendor-specific interface element into the interface template.

19. The user equipment of claim 17, wherein the control circuitry, when configured to incorporate the at least one vendor-specific interface element into the interface template, is configured to:

determine if a vendor-specific interface element is absent; and

incorporate the default element that corresponds to the absent vendor-specific interface element into the interface template

20. The user equipment of claim 15, wherein the control circuitry, when configured to retrieve the interface template, is configured to receive the interface template from a remote server.

21. The user equipment of claim 15, wherein the control circuitry, when configured to retrieve the vendor-specific interface elements, is configured to receive the vendor-specific interface elements from a remote server.

22. The user equipment of claim 15, wherein the control circuitry, when configured to retrieve the vendor-specific interface elements, is configured to access the vendor-specific interface elements stored locally on the user equipment.

23. The user equipment of claim 15, wherein the interactive television application comprises an interactive program guide, the control circuitry is further configured to use the interactive program guide to display the media-on-demand display screen on the user equipment.

24. The user equipment of claim 15, wherein the control circuitry is further configured to use the interactive television application to display multiple media-on-demand display screens on the user equipment, wherein each of the media-on-demand display screens is associated with a different media-on-demand vendor.

25. The user equipment of claim 15, wherein the media-on-demand display screen includes video-on-demand listings and the control circuitry is further configured to display the video-on-demand listings as part of the vendor-specific media-on-demand display screen.

26. The user equipment of claim 15, wherein the vendor-specific interface elements include vendor-specified definitions and the control circuitry is further configured to display the at least one vendor-specific interface element as part of the vendor-specific interface screen such that the at least one interface element complies with the definitions.

27. The user equipment of claim 26, wherein the vendor-specified definitions include color definitions.

28. The user equipment of claim 26, wherein the vendor-specified definitions include pattern definitions.

29. A system for providing a media-on-demand display screen using an interactive television

application implemented on user equipment, the system comprising:

means for retrieving an interface template;

means for retrieving at least one vendor-specific interface element;

means for incorporating the at least one vendor-specific interface element into the interface template; and

means for displaying a media-on-demand display screen that is associated with the vendor, wherein the display includes the interface template and the incorporated interface element.

30. The system of claim 29, wherein the interface template includes an invariant element.

31. The system of claim 29, wherein the interface template includes at least one default element.

32. The system of claim 31, wherein the means for incorporating comprises:

means for determining if a vendor-specific interface element is inappropriate for incorporation into the interface template; and

means for incorporating the default element that corresponds to the inappropriate vendor-specific interface element into the interface template

33. The system of claim 31, wherein the means for incorporating comprises:

means for determining if a vendor-specific interface element is absent; and

means for incorporating the default element that corresponds to the absent vendor-specific interface element into the interface template.

34. The system of claim 29, wherein the means for retrieving the interface template comprises means for providing the interface template to the interactive television application by a remote server.

35. The system of claim 29, wherein the means for retrieving the vendor-specific interface elements comprises means for providing the vendor-specific interface elements to the interactive television application by a remote server.

36. The system of claim 29, wherein the means for retrieving the vendor-specific interface elements comprises means for accessing the vendor-specific interface elements stored locally on the user equipment.

37. The system of claim 29, wherein the interactive television application comprises an interactive program guide, the system further comprising means for using the interactive program guide to display the media-on-demand display screen on the user equipment.

38. The system of claim 29 further comprising means for using the interactive television application to display multiple media-on-demand display



screens on the user equipment, wherein each of the media-on-demand display screens is associated with a different media-on-demand vendor.

39. The system of claim 29, wherein the media-on-demand display screen includes video-on-demand listings, the system further comprising means for displaying the video-on-demand listings as part of the vendor-specific media-on-demand display screen.

40. The system of claim 29, wherein the vendor-specific interface elements include vendor-specified definitions, the system further comprising means for displaying the at least one vendor-specific interface element as part of the vendor-specific interface screen such that the at least one interface element complies with the definitions.

41. The system of claim 40, wherein the vendor-specified definitions include color definitions.

42. The system of claim 40, wherein the vendor-specified definitions include pattern definitions.

43. Machine-readable media for use in an interactive television application implemented on user equipment, in which the interactive television application provides a media-on-demand display screen, wherein the media is encoded with machine-readable instructions for performing the method comprising:  
retrieving an interface template;

retrieving at least one vendor-specific interface element;

incorporating the at least one vendor-specific interface element into the interface template; and

displaying a media-on-demand display screen that is associated with the vendor, wherein the display includes the interface template and the incorporated interface element.

44. The machine-readable media of claim 43, wherein the interface template includes an invariant element.

45. The machine-readable media of claim 43, wherein the interface template includes at least one default element.

46. The machine-readable media of claim 45, wherein the incorporating comprises:

determining if a vendor-specific interface element is inappropriate for incorporation into the interface template; and

incorporating the default element that corresponds to the inappropriate vendor-specific interface element into the interface template

47. The machine-readable media of claim 45, wherein the incorporating comprises:

determining if a vendor-specific interface element is absent; and

incorporating the default element that corresponds to the absent vendor-specific interface element into the interface template.

48. The machine-readable media of claim 43, wherein the retrieving the interface template comprises providing the interface template to the interactive television application by a remote server.

49. The machine-readable media of claim 43, wherein the retrieving the vendor-specific interface elements comprises providing the vendor-specific interface elements to the interactive television application by a remote server.

50. The machine-readable media of claim 43, wherein the retrieving the vendor-specific interface elements comprises accessing the vendor-specific interface elements stored locally on the user equipment.

51. The machine-readable media of claim 43, wherein the interactive television application comprises an interactive program guide, the method further comprising using the interactive program guide to display the media-on-demand display screen on the user equipment.

52. The machine-readable media of claim 43 further comprising using the interactive television application to display multiple media-on-demand display screens on the user equipment, wherein each of the

media-on-demand display screens is associated with a different media-on-demand vendor..

53. The machine-readable media of claim 43, wherein the media-on-demand display screen includes video-on-demand listings, the method further comprising displaying the video-on-demand listings as part of the vendor-specific media-on-demand display screen.

54. The machine-readable media of claim 43, wherein the vendor-specific interface elements include vendor-specified definitions, the method further comprising displaying the at least one vendor-specific interface element as part of the vendor-specific interface screen such that the at least one interface element complies with the definitions.

55. The method of claim 54, wherein the vendor-specified definitions include color definitions.

56. The method of claim 54, wherein the vendor-specified definitions include pattern definitions.